00:15:00

Order Sep



## Flight Dates 10/15/12-10/21/12

Product Estimate #

**REP JEWISH COALITION** Alt Order # 06324323 259592 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

09/19/12 10/03/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

Advertiser ISS/Rep Jewish Coalition 5937 Jones Creed Rd Billing Calendar BROADCAST

Baton Rouge, LA 70817

Demographic A35+ Agency Jamestown Associates

**Rev Codes** AGY POL **ISSUE Buying Contact** 

Sales Office DC Product Codes PL-Issue

P-2 Sales Region NAT **Priority** 5937 Jones Creed Rd

Agency Ref Advertiser Ref Baton Rouge, LA 70817

Start Date

**Primary Account Executive** 

Order%

Aaron Ashe

Account Executive

Aaron Ashe 100%

**End Date** 

Order Share 100% Market Value 18500

Competing Station %	of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

**Order Totals Billing Plan** 

Month	# of Spots	Net Amount (	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Fross Amount
October 2012	17	\$15,725.00	\$18,500.00	0.00 10/01/12	10/21/12	17	\$15,725.00	\$18,500.00
Totals	17	\$15,725.00	\$18,500.00	0.00				

Ln Ch St	art End	Inventory Code	Break	Start/End <sup>2</sup>	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Tota Spots	<u>lls</u> Amount
-	15/12 10/19/12	M-F 6a LCL News	CM	6-7am	MTWTF	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Da</u> Week: 10/15/1		LCL 10 News @ 6 Weekdays MTWTF	am <u>Spots/Week</u> 1	(6:00 AM-6: Rate \$1,500.00	Rating 0.00						
E 2 WPLG 10/	15/12 10/19/12	M-F 6a LCL News LCL 10 News @ 6		6-7am (6:30 AM-7:	MTWTF	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
<u>Start Da</u> Week: 10/15/12		<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$1,500.00	<u>Rating</u> 0.00						
E 3 WPLG 10/	15/12 10/19/12	M-F 7-9a GMA Good Morning Am	CM erica	7-9am (7:00 AM-8:	MTWTF 00 AM)	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
Start Da Week: 10/15/1		<u>Weekdays</u> MTWTF	<u>Spots/Week</u> 1	<u>Rate</u> \$1,800.00	Rating 0.00						
E 4 WPLG 10/	15/12 10/19/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a	MTWTF	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
<u>Start Da</u> Week: 10/15/12		Weekdays MTWTF	<u>Spots/Week</u> 1	<u>Rate</u> \$700.00	Rating 0.00						
E 5 WPLG 10/	15/12 10/19/12		СМ	12-1PM	MTWTF	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00

Print Date: 10/03/12

Page 2 of 2



Contract / Revision

259592

Flight Dates 10/15/12-10/21/12

Hiatus Dates

<u>Original Date / Revision</u> 09/19/12/ 10/03/12

Order Sep 00:15:00

Advertiser ISS/Rep Jewish Coalition Product REP JEWISH COALITION Estimate #

Ln Ch Start	t End	Inventory Code Proch	Ctod/End	Time Dave	lan Co	ata Da	ata Dui	D4 T	Tota	
LII CII Stan	t End	Inventory Code Break M-F 12n News	Stanvend	Time Days	Len Sp	iots Ra	ate Pri	Rtg Type	Spots	Amount
		M-F LCL 10 News @ No	(12:00 PM-	12:30 PM)						
Start Date	End Date	Weekdays Spots/Week		<u>Rating</u>						
Week: 10/15/12	10/21/12	MTWTF 1	\$600.00	0.00						
E 6 WPLG 10/15	/12 10/19/12	M-F 12n News CM M-F LCL 10 News @ No	12-1PM (12:30 PM-1	MTWTF 1:00 PM)	:30	1 \$60	0.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 1		<u>Rating</u> 0.00						
E 7 WPLG 10/15	/12 10/19/12	M-F 1p The Chew CM The Chew	1-2p (1:00 PM-2:	MTWTF 00 PM)	:30	1 \$60	0.00 P-2	0.00 NM	1	\$600.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00						
E 8 WPLG 10/15	/12 10/19/12	M-F 5p LCL News CM Local 5p News	5-6p (5:00 PM-5:	MTWTF 30 PM)	:30	2 \$1,20	0.00 P-2	0.00 NM	2	\$2,400.00
Start Date	End Date	<u>Weekdays</u> <u>Spots/Week</u>	•	Rating						
Week: 10/15/12	10/21/12		\$1,200.00	0.00						
E 10 WPLG 10/20	/12 10/20/12	M-Su LR Late News CM M-Su Late Run Late N	Various	1-	:30	1 \$2,00	0.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays Spots/Week		Rating						
Week: 10/15/12	10/21/12		\$2,000.00	0.00						
E 11 WPLG 10/21/	/12 10/21/12	6AM-Sun LCL 10 News CM Local 10 News Sunday	6-7am	1	:30	1 \$50	0.00 P <b>-</b> 2	0.00 NM	1	\$500.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00						
E 12 WPLG 10/20/	/12 10/20/12	7AM-Sat LCL 10 News CM Local 10 News Sat @	7-8am	SS	:30	1 \$1,500	0.00 P-2	0.00 NM	1	\$1,500.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	Rate \$1,500.00	Rating 0.00						
E 13 WPLG 10/20/	/12 10/20/12	9AM-Sat LCL 10 News CM Local 10 News Saturd	9-10:30am (9:00 AM-10	1- ):00 AM)	:30	1 \$1,20	0.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	Weekdays Spots/Week	•	Rating						
Week: 10/15/12	10/21/12		\$1,200.00	0.00						
E 14 WPLG 10/21/	/12 10/21/12	9a-Sun LCL 10 News CM 9a-Sun LCL 10 News	9-1030am (9:30 AM-10	1 0:00 AM)	:30	1 \$700	0.00 P-2	0.00 NM	1	\$700.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	Rate \$700.00	Rating 0.00						
E 15 WPLG 10/21/	/12 10/21/12	9a-Sun LCL 10 News CM 9a-Sun LCL 10 News	9-1030am (10:00 AM-1	1 0:30 AM)	:30	1 \$700	0.00 P-2	0.00 NM	1	\$700.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00						
E 16 WPLG 10/21/		TWISF/Michael Putney CM This Week in South F	1130a-1230 (11:30 AM-1	)p1	:30	1 \$700	0.00 P-2	0.00 NM	1	\$700.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	•	Rating 0.00						
N 17 WPLG 10/21/			7-8am	S	:30	1 \$1,500	0.00 P-2	0.00 NM	1	\$1,500.00
Start Date	End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12	10/21/12	S 1	* · · · <del>· · · · ·</del>	0.00						
1997										10 500 00



## ORDER

## Flight Dates 09/17/12-09/30/12

<u>Order Sep</u> 00:15:00

<u>Product</u> <u>Estimate #</u>

Contract / Revision 253844 / REP JEWISH COALITION Alt Order # 06229488

<u>Original Date / Revision</u> <u>Agency Com</u> 15% <u>Billing Type</u> Cash

07/11/12 09/18/12 <u>Rilling Contact</u> <u>Order Type</u> GENERAL

Advertiser ISS/Rep Jewish Coalition

Billing Contact

Billing Contact

Billing Cycle

EOM/EOC

5937 Jones Creed Rd Billing Calendar BROADCAST

Agency Jamestown Associates

Baton Rouge, LA 70817

Demographic A35+

Rev Codes AGY POL ISSUE

Buying Contact
Sales Office DC Product Codes PL-Issue

5937 Jones Creed Rd Sales Region NAT Priority P-2

Baton Rouge, LA 70817 Agency Ref Advertiser Ref

Primary Account Executive

Order%

Aaron Ashe

Account Executive

Aaron Ashe 100%

**End Date** 

Order Share 100% Market Value 200300

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals Billing Plan

Start Date

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 September 2012
 146
 \$170,255.00
 \$200,300.00
 0.00
 08/27/12
 09/30/12
 146
 \$170,255.00
 \$200,300.00

Totals 146 \$170,255.00 \$200,300.00 0.00

Ln Ch Start End Inventory Code	Break Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	<u>Tota</u> Spots	l <u>s</u> Amount
N 16 WPLG 09/22/12 09/30/12 SAT 11-1130P	CM 11-1130P	1-	:30 1	\$2,000.00 P-2	0.00 NM	2	\$4,000.00
SAT Late News	(11:00 PM-	11:35 PM)					
Start Date End Date Weekdays	Spots/Week Rate	Rating					
Week: 09/17/12 09/23/121-	1 \$2,000.00	0.00					
Spot Ch Date Range Description	Start/End Time	$\overline{\Lambda}$	<u>Veekdays</u> <u>Le</u>	ngth Rate	Rtg Type		
1 WPLG 09/17/12-09/23/12 SAT 11-1130P	11-1130P	(11:00 PM-11:35-	Sa	:30 <del>(\$2,000.00)</del>	0.00 <i>NM</i>		
See MG 16.6							
6 NPLG 09/22/12-09/22/12 M-Su LR Late New	s Various	-	Sa	:30 \$2,000.00	0.00 NM		
MG for 16.1 09/22							
[SPOT WILL RUN LATE DUE TO COLLE	GE FOOTBALL]						
Week: 09/24/12 09/30/121-	1 \$2,000.00	0.00					
Spot Ch Date Range Description	Start/End Time	$\overline{\Lambda}$	<u>Veekdays</u> <u>Le</u>	ength Rate	Rtg Type		
2 WPLG 09/24/12-09/30/12 SAT 11-1130P	11-1130P	(11:00 PM-11:35-	Sa	:30 <del>(\$2,000.00)</del>	0.00 <i>NM</i>		
See MG 16.5							
5 NPLG 09/29/12-09/29/12 M-Su LR Late New	s Various	_	Sa	:30 \$2,000.00	0.00 NM		
MG for 16.2 09/29							
N17 WPLG 09/23/12 09/30/12	CM 11-1135P	1	:30 1	\$3,000.00 P-2	0.00 NM	2	\$6,000.00



Contract / Revision

253844

Flight Dates 09/17/12-09/30/12

**Hiatus Dates** 

Original Date / Revision 07/11/12/ 09/18/12

<u>Order Sep</u> 00:15:00

Advertiser ISS/Rep Jewish Coalition Product REP JEWISH COALITION Estimate #

										Tota	als
Ln Ch Sta	rt End	Inventory Code	e Break	Start/End	Time Day	s Len S	pots	Rate Pri	Rtg Type	Spots	Amount
		SUN 11-1130P SUN 11-1135P		(11:00 PM-	-11:35 PM)						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				!		
Week: 09/17/12	09/23/12	1 1		\$3,000.00							
Week: 09/24/12	09/30/12	1		\$3,000.00		1 :30	1	ΦΕΩΩ ΩΩ D Ω	0.00 NINA	2	<b>#4 000 00</b>
N 18 WPLG 09/23	5/12 09/30/12	6AM-Sun LCL 10 Local 10 News S		6-7am		1 :30	1	\$500.00 P-2	0.00 NM	2	\$1,000.00
Start Date		Weekdays	Spots/Week								
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	1 1	1 1	+							
N 19 WPLG 09/22				7-8am		SS :30	2 9	\$1,500.00 P-2	0.00 NM	4	\$6,000.00
		Local 10 News S	Sunday								
Start Date		<u>Weekdays</u>	Spots/Week								
Week: 09/17/12 Spot Ch Date	09/23/12 Range F	SS Description		\$1,500.00 t/End Time		Weekdays	Len	oth Rate	Rtg Type		
		a-Sun LCL 10 Nev	· · · · · · · · · · · · · · · · · · ·			Sa		:30(\$1,500.00)			
See MG	19.9							, ,			
9 NPLG 09/17		'AM-Sat LCL 10 No	ews 7-8a	ım		Sa	ı :	:30 \$1,500.00	0.00 NM		
Week: 09/24/12	09/30/12	SS	2	\$1,500.00	0.00						
Spot Ch Date		Description		t/End Time		Weekdays	Len	gth Rate	Rtg Type		
3 WPLG 09/24	/12-09/30/12 7	a-Sun LCL 10 Nev				Sa		:30(\$1,500.00)			
See MG		/AM C-41 OL 40 NL	7 O -			6-		.00 64 500 00	0.00 NINA		
(b) MG for 19		'AM-Sat LCL 10 No	ews 7-8a	urri		Sa	l :	:30 \$1,500.00	U.UU NIVI		
N20 WPLG 09/2	2/12 09/30/12	9AM-Sat LCL 10 Local 10 News S		9-10:30am	-	1- :30	1	\$700.00 P-2	0.00 NM	2	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	(9:00 AM-1 Rate							
Week: 09/17/12	09/23/12	1-	1								
Week: 09/24/12	09/30/12	1-	1	\$700.00		314.1					
N21 WPLG 09/2	2/12 09/30/12	Sa Wknd Early Sa Weekend Ea		Various (7:00 PM-7		1- :30	1 :	\$1,500.00 P-2	0.00 NM	2	\$3,000.00
Start Date		<u>Weekdays</u>	Spots/Week								
Week: 09/17/12	09/23/12	1-		\$1,500.00		M/s shalous		-th Data	D. T.		
Spot Ch Date		<u>Description</u> Sa <i>Wknd Early Ne</i>		t/End Time		<u>Weekdays</u> 30 <i>P</i> Sa		<u>gtn                                     </u>	Rtg Type		
See MG		ou minu Luny me	, van	ouc	(1.001 111 1.	007	•	.σο(φ1,σοσ.σο)	0.00 14111		
5 NPLG 09/17	/12-09/23/12 S	Sports Saturday du	ring Colle(7-8F			Sa	<b>1</b> :	:30 \$1,500.00	0.00 NM		
⊕ MG for 2											
SPOT W Week: 09/24/12		ORTS SAT NEWS	-	<b>64 500 00</b>	0.00						
Spot Ch Date		Description		\$1,500.00 t/End Time		Weekdays	Len	ath Rate	Rtg Type		
		Sa Wknd Early Ne				30 PSa	• —	:30 <del>(\$1,500.00)</del>			
See MG											
6 WPLG 09/24 (f) MG for 2		Sports Saturday du	ring Colle(7-8F	,		Sa	1	:30 \$1,500.00	0.00 NM		
-		ORTS SAT NEWS	3]								
N22 WPLG 09/2			<u> </u>	9-1030am		1 :30	1	\$700.00 P-2	0.00 NM	2	\$1,400.00
		9a-Sun LCL 10 I		(9:30 AM-1							•
Start Date		Weekdays	Spots/Week								
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	1 1	1	\$700.00 \$700.00							
1.00m. 00/2-1/12	55,00,12			ψ, σσ.σσ	0.00					,	



Contract / Revision

253844

Flight Dates 09/17/12-09/30/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 07/11/12/ 09/18/12

<u>Order Sep</u> 00:15:00

Advertiser ISS/Rep Jewish Coalition Product REP JEWISH COALITION Estimate #

										Tota	ıls
Ln Ch Sta		Inventory Code		Start/End	Time D	ays	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N23 WPLG 09/2	3/12 09/30/12	9a-Sun LCL 10 New 9a-Sun LCL 10 New		9-1030am (10:00 AM		1	:30	1 \$700.00 P-2	0.00 <b>NM</b>	2	\$1,400.00
Start Dat	e <u>End Date</u>	Weekdays S	ots/Week	•	′						
Week: 09/17/12 Week: 09/24/12		1 1	1								
N24 WPLG 09/2		This Week (ABC)	1 CM	\$700.00 1030-1130		1	:30	1 \$1,700.00 P-2	0.00 NM	2	\$3,400.00
1124 111 20 00/2	0/12 00/00/12	This Week (ABC)	OW	(10:30 AM			.50	1 φ1,700.001 -2	O.OO IVIVI	2	ψ5,400.00
Start Dat	_		ots/Week								
Week: 09/17/12 Week: 09/24/12		1 1	1	\$1,700.00 \$1,700.00							
N25 WPLG 09/2				1130a-12r		1	:30	1 \$700.00 P-2	0.00 NM	2	\$1,400.00
		This Week in South		(11:30 AM	-12:30 PM)			·			. ,
Start Dat			ots/Week								
Week: 09/17/12 Week: 09/24/12		1 1	1 1	\$700.00 \$700.00							
Spot Ch Date	Range D	escription		t/End Time		<u>W</u>			Rtg Type		
2 WPLG 09/2 See MG		WISF/Michael Putney	1130	0a-12n	(11:30 AN	1-12:3(	Su	:30 <del>(\$700.00)</del>	0.00 <i>NM</i>		
		WISF/Michael Putney	1130	0a-12n	(11:30 AM	L-12·0C	Su	:30 \$700.00	0.00 NM		
⊕ MG for 2		vioi mionaci i atricy	170	Ja 1211	(11.00711)	1-12.00	Ju	.50 ψ/00.00	0.00 14101		
[MG insid	de (This week i	n S.FI) airing 1130a-12	2p on 9-30-	-12]							
N26 WPLG 09/2	3/12 09/30/12	Su Wknd Early News Sunday Weekend E		various (6:30 PM-7		1	:30	1 \$2,500.00 P-2	0.00 <b>NM</b>	2	\$5,000.00
Start Dat			ots/Week	Rate	Rating						
Week: 09/17/12 Week: 09/24/12		1 1		\$2,500.00 \$2,500.00							
·	***************************************	M-F 5a LCL News	CM	<del>\$2,300.00</del> 5-6am		WTF	:30	5 \$750.00 P-2	0.00 NM	5	\$3,750.00
		LCL 10 News @ 5ar	n	(5:30 AM-6	6:00 AM)						+-1,
<u>Start Dat</u> Week: 09/17/12		<u>Weekdays</u> <u>Sr</u> WTF	ots/Week								
N28 WPLG 09/2			CM 5	\$750.00 5-6am		-TF	:30	5 \$750.00 P-2	0.00 NM	5	\$3,750.00
	1712 00/20/12	LCL 10 News @ 5ar		(5:30 AM-6		••	.00	σ φισο.σσι-2	0.00 14101		ψο, 7 ου. ου
Start Dat			ots/Week		Rating						
Week: 09/24/12		MTF	5						0.00.1111		
N 29 WPLG 09/1	9/12 09/21/12	M-F 6a LCL News LCL 10 News @ 6ar	CM n	6-7am (6:00 AM-6		WTF	:30	3 \$1,500.00 P-2	0.00 NM	3	\$4,500.00
Start Dat		_	ots/Week	•	Rating						
Week: 09/17/12		WTF	3	\$1,500.00	0.00						
N30 WPLG 09/2	4/12 09/28/12	M-F 6a LCL News	CM	6-7am		-TF	:30	3 \$1,500.00 P-2	0.00 NM	3	\$4,500.00
Start Dat	e End Date	LCL 10 News @ 6ar Weekdays Sr	n ots/Week	(6:00 AM-6	Rating						
Week: 09/24/12		MTF		\$1,500.00		1					
N31 WPLG 09/1	9/12 09/21/12	M-F 6a LCL News	CM	6-7am		WTF	:30	3 \$1,500.00 P-2	0.00 NM	3	\$4,500.00
Ot t D - t	. FID-6-	LCL 10 News @ 6ar		(6:30 AM-7	•						
<u>Start Dat</u> Week: 09/17/12		<u>Weekdays</u> <u>Sr</u> WTF	ots/Week 3	<u>Rate</u> \$1,500.00	Rating 0.00	ı					
N32 WPLG 09/2			СМ	6-7am		-TF	:30	3 \$1,500.00 P-2	0.00 NM	3	\$4,500.00
		LCL 10 News @ 6ar	n	(6:30 AM-7	7:00 A <b>M</b> )			•			. ,
Start Date			ots/Week	Rate							
Week: 09/24/12 N33 WPLG 09/1		MTF	CM	\$1,500.00		WTF	-30	5 \$1 500 00 D 2	0.00 818.6	_	<b>\$7 FOO OO</b>
1400 AALEG 08/1	3/14 U3/41/12	Good Morning Amer		7-9am (7:00 AM-8		WIF	:30	5 \$1,500.00 P-2	0.00 NM	5	\$7,500.00
		Good Morning Amer	ıca	(7:00 AM-8	3:00 AM)					l	



Contract / Revision

253844

Flight Dates 09/17/12-09/30/12

Hiatus Dates

Original Date / Revision 07/11/12/ 09/18/12

<u>Order Sep</u> 00:15:00

<u>Advertiser</u> ISS/Rep Jewish Coalition <u>Product REP JEWISH COALITION</u> <u>Estimate #</u>

L Ob Ot				a	_					Tota	als
Ln Ch Start		Inventory Code		Start/End Ti		Len Spo		Rate Pri		•	Amount
N33 WPLG 09/19/		M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:00	WTF () AM)	:30	5	\$1,500.00 P-2	0.00 NM	5	\$7,500.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 5	<u>Rate</u> \$1,500.00	Rating 0.00						
N34 WPLG 09/24/	12 09/28/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (7:00 AM-8:00	MTF () AM)	:30	5	\$1,500.00 P-2	0.00 NM	5	\$7,500.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTF	Spots/Week 5	<u>Rate</u> \$1,500.00	Rating 0.00						
N 35 WPLG 09/19/	12 09/21/12	M-F 7-9a GMA Good Morning An	CM nerica	7-9am (8:00 AM-9:00	WTF () AM()	:30	5	\$1,500.00 P-2	0.00 NM	5	\$7,500.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays wTF	Spots/Week	Rate \$1,500.00	Rating 0.00						
N 36 WPLG 09/24/	12 09/28/12	M-F 7-9a GMA Good Morning An	СМ	7-9am (8:00 AM-9:00	MTF	:30	5	\$1,500.00 P-2	0.00 NM	5	\$7,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	MTF		\$1,500.00	0.00						
N37 WPLG 09/19/	12 09/21/12	M-F 9a Live/Kelly Live With Kelly		9-10a	WTF	:30	5	\$700.00 P-2	0.00 NM	5	\$3,500.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays wTF	Spots/Week 5	<u>Rate</u> \$700.00	Rating 0.00						
N 38 WPLG 09/24/		M-F 9a Live/Kelly Live With Kelly		9-10a	MTF	:30	5	\$700.00 P-2	0.00 NM	5	\$3,500.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays MTF	Spots/Week 5	<u>Rate</u> \$700.00	Rating 0.00						
N39 WPLG 09/19/		M-F 12n News M-F LCL 10 News	СМ	12-1PM (12:00 PM-12:	WTF	:30	5	\$600.00 P-2	0.00 NM	5	\$3,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays WTF	Spots/Week 5	Rate \$600.00	Rating 0.00						
N 40 WPLG 09/24/		M-F 12n News M-F LCL 10 News	СМ	12-1PM (12:00 PM-12:	MTF	:30	5	\$600.00 P-2	0.00 NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	MTF	5	\$600.00	0.00						
N41 WPLG 09/19/	12 09/21/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:30 PM-1:0	WTF 0 PM)	:30	5	\$600.00 P-2	0.00 NM	5	\$3,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00						
N42 WPLG 09/24/	12 09/28/12	M-F 12n News M-F LCL 10 News	CM s @ No	12-1PM (12:30 PM-1:0	MTF 0 PM)	:30	5	\$600.00 P-2	0.00 NM	5	\$3,000.00
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTF	Spots/Week 5	Rate	Rating 0.00						
N 43 WPLG 09/19/	12 09/21/12	M-F 1p The Chew The Chew		1-2p (1:00 PM-2:00	WTF	:30	3	\$600.00 P-2	0.00 NM	3	\$1,800.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays WTF	Spots/Week	Rate	Rating 0.00						
N44 WPLG 09/24/			СМ	1-2p (1:00 PM-2:00	MTF	:30	3	\$600.00 P-2	0.00 NM	3	\$1,800.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12		Spots/Week	Rate \$600.00	Rating						
N 45 WPLG 09/19/		M-F 5p LCL News	CM	5-6p	0.00 WTF	:30	5 5	\$1,200.00 P-2	0.00 NM	5	\$6,000.00
Start Date	End Date	Local 5p News <u>Weekdays</u>	Spots/Week	(5:00 PM-5:30 <u>Rate</u>	Rating						

Print Date: 10/03/12

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Contract / Revision

253844

Flight Dates 09/17/12-09/30/12

Hiatus Dates

Original Date / Revision 07/11/12/ 09/18/12

Order Sep 00:15:00

Advertiser ISS/Rep Jewish Coalition Product REP JEWISH COALITION Estimate #

l Ob O	N44	End	lesses to a constant	DI.	Ot + 1 = 1 =	Fire a Davis	l On -t-	Dete Del	Dia T	Tot	
	Start	End	Inventory Code			ime Days	Len Spots		Rtg Type		Amount
N 45 WPLG 09	9/19/12	09/21/12	M-F 5p LCL News Local 5p News	СМ	5-6p (5:00 PM-5:	WTF	:30	5 \$1,200.00 P-2	0.00 NM	5	\$6,000.00
Start D	)ate	End Date	•	Spots/Week	Rate	Rating					
Week: 09/17/		09/23/12	WTF		\$1,200.00	0.00					
N 46 WPLG 09	9/24/12	09/28/12	M-F 5p LCL News		5-6p	MTF	:30	5 \$1,200.00 P-2	0.00 NM	5	\$6,000.00
			Local 5p News		(5:00 PM-5:	30 PM)					
Start D		End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/24/		09/30/12	MTF		\$1,200.00	0.00			0.00.1114	_	40.000.00
N47 WPLG 09	9/19/12	09/21/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:	WTF	:30	5 \$1,200.00 P-2	0.00 NM	5	\$6,000.00
Start D	)ate	End Date	•	Spots/Week	Rate	Rating					
Week: 09/17/		09/23/12	WTF		\$1,200.00	0.00					
N48 WPLG 09	9/24/12	09/28/12	M-F 5p LCL News	CM	5-6p	MTF	:30	5 \$1,200.00 P-2	0.00 NM	5	\$6,000.00
			Local 5p News		(5:30 PM-6:	00 PM)					
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/24/ N49 WPLG 09		09/30/12	MTF		\$1,200.00	0.00 WTF	:30	5 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
N49 WELG US	9/ 19/ 12	09/21/12	M-F 6p LCL News M-F Local News	CIVI	6-630pm	wih	.30	5 \$2,000.00 P-2	U.UU IVIVI	5	φ10,000.00
Start D	Date	End Date		Spots/Week	Rate	Rating					
Week: 09/17/		09/23/12	WTF		\$2,000.00	0.00					
N 50 WPLG 09	9/24/12	09/28/12	M-F 6p LCL News	СМ	6-630pm	MTF	:30	5 \$2,000.00 P-2	0.00 NM	5	\$10,000.00
			M-F Local News								
<u>Start D</u> Week: 09/24/		End Date 09/30/12	<u>Weekdays</u> MTF	Spots/Week	Rate	Rating					
N 51 WPLG 09			M-F 7p Wheel of F		\$2,000.00 7-730pm	0.00 WTF	:30	2 \$2,500.00 P-2	0.00 NM	2	\$5,000.00
NOT WILE US	31 131 12	. 03/21/12	M-F Wheel of For		7-730pm		.50	2 ψ2,500.001-2	0.00 14141		ψ5,000.00
Start D	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/	12	09/23/12	WTF	2	\$2,500.00	0.00					
N 52 WPLG 09	9/24/12	09/28/12	M-F 7p Wheel of F		7-730pm	MTF	:30	2 \$2,500.00 P-2	0.00 NM	2	\$5,000.00
Q		- 15.	M-F Wheel of For			<b>-</b>					
<u>Start D</u> Week: 09/24/		End Date 09/30/12	<u>Weekdays</u> MTF	Spots/Week	<u>Rate</u> \$2,500.00	<u>Rating</u> 0.00					
N 53 WPLG 09			M-F 730p Jeopard		730-8pm	WTF	:30	2 \$3,000.00 P-2	0.00 NM	2	\$6,000.00
			M-F Jeopardy	.,	roo op		.00	_	0,00 ,	_	45,050,05
Start D	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/		09/23/12	WTF	***	\$3,000.00	0.00					
N 54 WPLG 09	9/24/12	9 09/28/12	M-F 730p Jeopard	ly CM	730-8pm	MTF	:30	2 \$3,000.00 P-2	0.00 NM	2	\$6,000.00
C44 D	2040		M-F Jeopardy	C==4=001==1	Dete	Datina					
<u>Start D</u> Week: 09/24/		End Date 09/30/12	<u>Weekdays</u> MTF	Spots/Week	<u>Rate</u> \$3,000.00	<u>Rating</u> 0.00					
N 55 WPLG 09			M-F 11-1135P	CM	11-1135P	WTF	:30	3 \$3,700.00 P-2	0.00 NM	3	\$11,100.00
		· · · · <del>-</del>	M-F 11-1135P					,		_	
Start D		End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/17/		09/23/12	WTF		\$3,700.00	0.00					
N 56 WPLG 09	9/24/12	09/28/12	M-F 11-1135P	СМ	11-1135P	MTF	:30	3 \$3,700.00 P-2	0.00 NM	3	\$11,100.00
Start D	)ate	End Date	M-F 11-1135P <u>Weekdays</u>	SnoteAMock	Rate	Pating					
Week: 09/24/		09/30/12	MTF	Spots/Week 3	\$3,700.00	<u>Rating</u> 0.00					
					,-,, ,-,-				Totals	4.4010	200.300.00